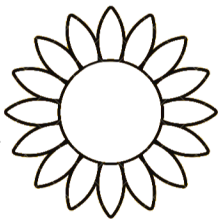


# Emma Lindsay Dorfman



## ONE DAMN PROUD CANDIDATE FOR THE HIGH AND HONORABLE POSITION OF THE 63RD AYM HA-CHAVEROT OF THE NASSAU SUFFOLK REGION

My sister B'nai B'rith Girls,

With sunlight and proper care, a seedling turns into a beautiful sunflower. With nurture and love, a new member turns into a thriving BBG. NSR, is a sunflower field, and we have the most beautiful sunflowers in it. BBYO has not only helped me grow into a flower, but grow as a person, a member of the community, and most definitely as a leader and a Jewish woman. Since BBYO has helped us so much, it only makes sense to give back. Just like the sun helps the sunflowers grow, we must step up to the challenge and grow our extraordinary region. It is our time to shine. We can't teach someone to love BBYO, but we can shape BBYO into a place that it's so easy to love. I am passionate, and ready to rise to the occasion. Are you ready to grow the sunflower field?

Submitted with undying love and devotion for sunflowers, CLTC 4 2019, Perlman 2020, Nassau Suffolk Region #19, Masada BBG #1519, and every BBG of the past, present and future.

I forever remain,  
Emma Lindsay Dorfman

One Damn Proud candidate for the high and honorable position of Nassau Suffolk region's 63rd Aym-Ha Chaverot

### MASADA BBG #1519

#### 2018-2019

- Planned a separates focusing on mental health
- Attended most chapter meetings

#### 2019-2020

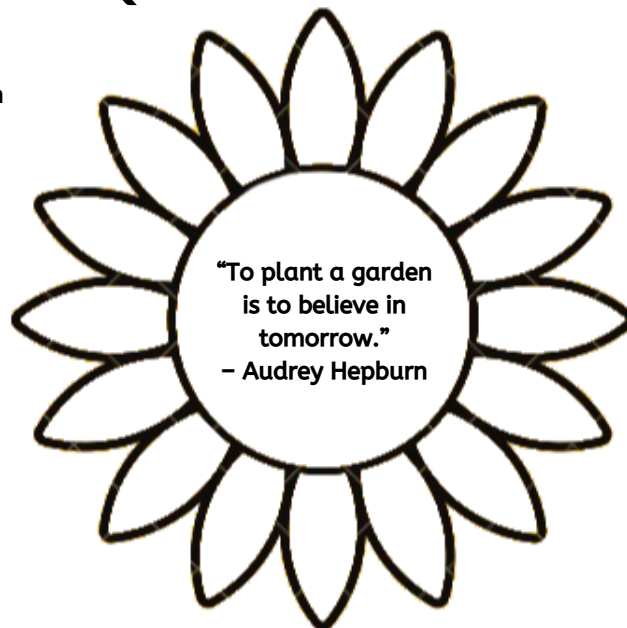
- Chapter Orechet chair
- Attended most chapter meetings

### INTERNATIONAL

#### 2019-2020

- CLTC 4 '19
- Climate Change Task Force
  - Social Media committee
- Standing for Upstanders Task Force
- International Convention '20
  - Leads Day\*
- ILTC '20♥
- Kallah '20♥

### QUALIFICATIONS:



### NASSAU SUFFOLK REGION #19

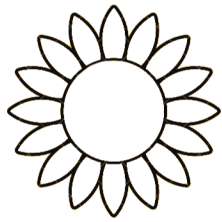
#### 2018-2019

- Adventureland Kickoff
- Kickoff 2.0
- J-Serve
- Sisterhood Overnight\*

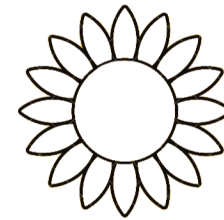
#### 2019-2020

- Mekasheret chair
- New Member Experience committee
- Stand Up committee
- Helped plan New Member meeting
- BBYO On Demand planning committee
- Adventureland Kickoff
- Kickoff 2.0
- J-Serve
- Winter Convention\*
- Winter Convention AIT/MIT \*
- Spring Convention New Member Overnight\* @

\*Denotes Steered @Denotes Cancelled ♥Denotes future



# goals and ideas



## COUNTERPARTS

- Set chapter membership goals and create a plan to reach them
- Send out two monthly emails to update the morim on everything they need to know for the month with tips
- Keep a counterpart group chat active and always available for questions and a support system
- Utilize chair position and committees to ensure we are recruiting, retaining, and re educating to our fullest potential

## RECRUITMENT

- Host an "intake night" for parents and prospects to get information on our region, our chapters and try a mini program
- Create a "Prospect-o-thon" to call prospects and talk about why they should join BBYO and give them sign up information
- Work with outside organizations (temples, schools, camps etc) and the Mazkirah to create flyers to promote BBYO
- Use MRIHA to help efficiently recruit the next generation of BBGS

## RETENTION

- Host exclusive new member only events to help integrate new members into our region
- Send "We Miss You" messages to inactive members to re-ignite the flame
- Work with Mazkirah to create a survey to evaluate why peoples became less active and learn from it
- Ensure that all BBGs feel welcomed, respected, and loved within our region and their chapters
- Encourage BBGs to apply for leadership positions at all levels to promote involvement
- Prioritize the "7 second rule" at all events

## (RE) EDUCATION

- Host two regional new member meetings a year for new members and parents to learn about our region and what this organization has to offer
- Create a NSR BBG Handbook to be emailed/texted to new members to deliver information in a fun and exciting way
- Create a google form where any members or prospects can send in questions to staff or regional board

## SUMMER PROGRAMS

- Host a summer program launch party for the region to promote sign ups
- Utilize the BBYO summer program promotion videos, and create ones for NSR
- Have "Summer Spotlight Sundays" to have members talk about their experiences and why people should sign up
- Create an informational summer program powerpoint to educate the BBGS and parents

## SISTERHOOD

- Assist regional board in creating a meaningful seperates program for sisterhood overnight, and both conventions
- Create a list of all BBGS and their contact information, so people will always be able to make new friends within the region
- Expand Big/Little program and incorporate them into more NSR programming
- Ensure NSR welcomes all BBGs with open arms

## NEW MEMBER OVERNIGHT

- Have an exciting and meaningful inductions
- Ensure all attendees have an impactful and special first convention
- Select a team of qualified and passionate steerers to plan amazing programming
- Give attendees "surprise and delight" gifts throughout convention to remind them how important they are in our region
- Send out cards to all attendees post convention to follow up on their experience

## CAMPAIGNS

- Create monthly membership campaigns to promote recruitment in a fun and exciting way
- Create a "rush week" in the beginning of every term to promote mass recruitment of future BBGs
- Conclude rush week with a party to celebrate our new members and introduce them to all our region has to offer
- Offer prizes for the Aym Ha-Chaverot and chapter with the most recruitment within a certain time frame

## PERSONAL GOALS

- Be open to all ideas, and work with people to ensure that their ideas are heard
- Respond to all calls, texts, and emails within 24 hours
- Serve as a resource and a role model to all members in BBYO
- Always put in 110%
- Treat everyone with love and respect
- Inspire people to be passionate about BBYO